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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 24

KATZ COMMUNICATIONS INC

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58th Year 1989

Free TV Fights Back

NAB Convention

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Vol. 116 No. 17

Broadcasting Apr 24

Preserving free TV...

Television broadcasters prepare to fight for survival of free over-the-air TV, enlisting Walter Cronkite as spokesman for national marketing and promotion campaign whose principal message, say its creators, is to let American public know that free TV is "endangered species." **PAGE 27.**

Radio record breaker...

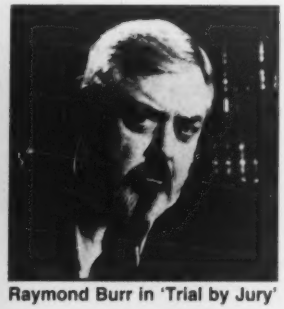
Westinghouse Broadcasting agrees to buy 10 stations owned by Legacy and Metropolitan, a record-breaking radio-only deal estimated at about $360 million. If completed, Westinghouse's Group W Radio division will have properties in nine of top 10 markets. **PAGE 28.**

Day by day at NAB...

In preparation for National Association of Broadcasters' mega-meeting in Las Vegas, BROADCASTING provides summary of conference highlights, agenda, lists of exhibitors and hospitality suites, beginning on **PAGE 39.**

30/***SAVING FIN-SYN***
Motion Picture Association of America forms coalition to preserve financial interest and syndication rules.

32/***MORE TALK AND TABLOID***
Lineup of new programs going forward in 1989-1990 first-run syndication season includes more talk and game shows, reality programs and animated fare.



Raymond Burr in 'Trial by Jury'

33/***SATURDAY SCHEDULE***
CBS and ABC unveil their respective new Saturday morning lineups for fall.

'Jim Henson's Muppet Babies' returns to CBS

33/***PACTEL MAKES ITS MOVE***
Regional Bell operating company joins with Prime Cable to buy Group W's Chicago cable system.

99/***TOP GUNS***
Three major broadcast networks bring out their cliffhangers, blockbuster theatricals, TV revivals and top original series in preparation for May sweeps.

106/***VALDEZ REPORT***
Among accounts of how radio covered Exxon tanker disaster in Valdez, Alaska, is story of "finest moment" for

radio, as one observer said. Shown above in photo by Rob Stapleton is Bob King of KDLG(AM) Dillingham, Alaska, at Exxon news conference.

100/***INTO SYNDICATION***
NBC's time period leader, *227* is launched in syndication for fall 1990 by its producer, Columbia Pictures Television.

103/***GROUP REPORT***
High costs of syndicated programing blamed for slow or no revenue growth for some TV group owners reporting first-quarter financial results.

111/***TOP OF THE CHARTS***
Easy listening and contemporary hit stations do well in just-released winter 1989 Arbitron ratings.

116/***GUILTY***
Arbitron Ratings Co. is found guilty of fraud and breach of contract and is ordered to pay $5.5 million to Alabama TV station. Arbitron says "it's not over yet."

119/***DEADLINE DELAY***
FCC's advisory committee on advanced television services postpones testing of proposed high-definition TV transmission standard until next year.

139,143/***TWOFER***
Readers will note two "Fifth Estater" profiles in this issue—one of CNN's Bernard Shaw on page 143, a second of NBC's John Miller on page 139. The Miller sketch appeared originally in the April 17 issue, bearing the likeness of Jon Miller, vice president for program planning and development of NBC Sports, whose picture was sent to BROADCASTING in error.

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ative renewal hearings to make more detailed financial and ownership disclosures and eliminated presumption that successful challenger would be able to acquire incumbent's transmitter site.

Apparently because of concerns expressed by Congress, FCC deferred action on revamping the renewal expectancy criteria. Incumbents that win renewal expectancies are virtually assured renewal.

In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations. If it adopts lottery it will be over objections of communications attorneys and key members of Congress.

Comparative new process is also at issue in Marco, Fla., case. FCC approved settlement in which license for new FM in Marco will go to established broadcaster who was not among original applicants. Several citizen groups have petitioned FCC to reconsider approval, contending that it circumvented established procedures designed to promote diversity of ownership in broadcasting.

Compulsory License

FCC voted in October 1988 to recommend Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programing services (BROADCASTING, Oct. 31, 1988).

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Capital Cities/ABC, Great American Broadcasting (formerly Taft Broadcasting) and New England Television (WNEV-TV Boston) were first to apply for waivers under new policy; their requests are pending.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's	TOTAL
Commercial AM	4,948	268	5,216
Commercial FM	4,174	676	4,850
Educational FM	1,383	257	1,640
[illegible]	[illegible]	[illegible]	[illegible]
FM translators	1,689	392	2,081
Commercial VHF TV	545	24	569
Commercial UHF TV	517	229	746
Educational VHF TV	121	6	127
Educational UHF TV	217	28	245
[illegible]	[illegible]	[illegible]	[illegible]
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
[illegible]	[illegible]	[illegible]	[illegible]
VHF translators	2,717	118	2,835
UHF translators	2,111	457	2,568

CABLE†

Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

hotel, Alexandria, La. Information: (504) 383-7486.

July 28—Syndidel, annual press preview of first-rum TV programing held during annual *Television Critics Association* press tour. Century Plaza, Los Angeles. Information: Brett Holmes, (213) 653-3900.

Aug. 20-23—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

August

Aug. 17-20—*West Virginia Broadcasters Association* 43rd annual meeting. Greenbrier, White Sulphur Springs, W. Va.

September

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans.

Open Mike

Bothered by buyouts

EDITOR: David Tillotson almost hits the mark in his March 20 "Monday Memo" addressing the horror of broadcast lotteries. There is a unique mentality in broadcast circles about buyouts in hearings.

Who chiseled in stone the idea of buyouts? Who buys you out as a matter of routine in any other failing business venture? With the almost automatic buyout eliminated, very few prospectors will be jamming the FCC offices with mutually exclusive applications. Only the truly earnest will file.

As long as the buyout is permitted the log jam will continue. Why not? There's nothing to lose!—*Lawrence J. Tighe Jr., president WRNJ(AM) Hacketstown, N.J.*

New issue

EDITOR: Congratulations on your new effort (BROADCASTING ABROAD). I am looking forward to devouring every issue.—*Peter S. Stromquist, managing director, Monteux Companies Ltd., Beverly Hills, Calif.*

Incumbent question

EDITOR: Your April 3 editorial applauding FCC Chairman Dennis Patrick for stemming abuses of the comparative renewal process cites the *Cameron* doctrine as being eliminated. This doctrine allows comparative applicants to presume that they would acquire the existing transmitter site if they prevailed.

If a challenger bases his engineering exhibits on the presumption that he or she can use a site that the incumbent is leasing, then such a presumption is valid. If, for example, the incumbent loses, and the property owner refuses to lease, but continues to operate as an antenna farm, serious antitrust issues could arise. This is particularly true if the site owner is incorporated and cites his antenna farm as his business. If he or she refuses to negotiate at "arm's length" with the party that prevailed, perhaps because they are unhappy that a client is being displaced, they would be faced with explaining why one broadcaster is preferred over another. Also, if the site owner submits an affidavit that the site will not be available to a particular applicant in a comparative renewal application, the antitrust matter surfaces.

If, for example, the incumbent obtains such an exclusive agreement, that is, an agreement from the site owner not to lease to a challenger, then there would be an abuse of processes issue. Similarly, if an incumbent purchases the site after a challenge has been filed, for the express purpose of invalidating the challenger's engineering exhibit, an abuse of process surfaces.

Since most FM and TV stations lease sites, such as the World Trade Center, the elimination of the *Cameron* doctrine may well be challenged in court should a challenger find that an incumbent is to be preferred over a challenger by the site owners.—*Vincent L. Hoffart, Spokane, Wash.*

On 'File'

EDITOR: Your April 3 "Special Report" on Hispanic broadcasting noted the rapid growth of radio programing targeted to this vital segment of the American population. National Public Radio—not mentioned in the article—is also part of this growth. Since August 1988, NPR has provided its 350 member stations with NPR's *Latin File*, a daily news and features program. NPR stations together reach an audience of 10 million listeners weekly in all 50 states.

Latin File, presenting Hispanic American perspectives on current U.S. events, includes a newscast followed by analysis, commentary, features on the arts, business and politics and human interest stories.

Latin File is meant for all Americans. It serves as a national forum to explore in depth the issues and concerns of Hispanic Americans, issues and concerns that interest all Americans.

National Public Radio has assembled a network of freelancers located in cities across the country whose reports are edited by producers and a host based in Washington. The caliber of talent and the track record of NPR's newsgathering staff, plus our commitment to reaching Hispanic Americans, make this daily service one of the finest available to the American public.—*Adam C. Powell III, vice president, news and information, National Public Radio, Washington.*

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Broadcasting incorporating **TELEVISION**

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. □ * Reg. U.S. Patent Office.

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Week 30 season closer: NBC 14.5, CBS 12.7, ABC 12.1

Nielsen		Net		Show
1	25.4/38	A		Roseanne
2	23.0/40	N		Cosby Show
3	22.3/36	N		Cheers
4	21.5/36	C		Murder, She Wrote
5	21.5/36	N		Different World
6	20.5/32	A		Wonder Years
7	20.5/36	N		Golden Girls
8	19.4/32	A		Who's the Boss?
9	18.5/35	C		60 Minutes
10	18.2/28	A		Anything But Love
11	17.9/28	A		ABC Sunday Movie
12	17.7/33	N		Hunter
13	17.6/28	N		ALF
14	17.2/28	N		Unsolved Mysteries
15	16.9/28	A		Growing Pains
16	16.8/27	N		Night Court
17	16.3/25	C		Designing Women
18	16.3/29	N		One of the Boys
19	16.3/26	N		24th Country Music Awards
20	16.1/25	C		CBS Sunday Movie
21	16.1/29	C		Knots Landing
22	15.7/25	N		Matlock
23	15.5/28	A		Full House
24	15.5/24	A		MacGyver
25	15.5/24	N		NBC Sunday Movie
26	15.1/24	C		Newhart
27	15.1/24	N		Nearly Departed
28	15.0/24	A		Head of the Class
29	15.0/23	C		Murphy Brown
30	14.6/27	N		Amen
31	14.3/25	C		Dallas
32	14.1/25	A		20/20
33	13.8/22	C		Jake and the Fatman
34	13.5/24	A		Mr. Belvedere
35	13.5/23	N		Midnight Caller
36	13.5/22	N		My Two Dads
37	13.4/23	A		Just the Ten of Us
38	13.4/23	A		thirtysomething
39	13.3/23	C		Kate and Allie
40	13.2/26	A		Perfect Strangers
41	13.0/23	N		Nightingales
42	12.9/22	N		Dream Street
43	12.8/23	C		Wiseguy
44	12.5/24	N		227
45	11.8/21	C		Falcon Crest
46	11.7/19	C		Equalizer
47	11.5/20	A		China Beach
48	11.3/19	N		Family Ties
49	11.1/18	A		ABC Mystery Movie
50	10.7/17	A		Coach
51	10.6/17	A		Dynasty
52	10.6/17	A		Robert Guillaume Show
53	10.5/20	C		Beauty and the Beast
54	10.5/19	C		CBS Special Movie
55	10.2/16	C		CBS Tuesday Movie
56	10.0/17	C		48 Hours
57	9.9/16	N		Day by Day
58	9.8/19	N		Magical World of Disney
59	9.7/16	F		Married With Children
60	9.6/15	C		Tour of Duty
61	9.5/15	C		Heartland
62	9.2/16	F		America's Most Wanted
63	9.0/16	N		Unsub
64	8.9/14	C		Live-In
65	8.9/15	N		Quantum Leap
66	8.6/15	A		Burning Questions: Kids
67	8.3/16	C		Paradise
68	8.2/15	A		Mission: Impossible
69	8.1/14	A		Man Called Hawk
70	8.0/13	C		Hard Time on Planet Earth
71	7.7/14	N		Jim Hensen Hour
72	7.2/12	A		ABC Family Classic
73	6.0/10	A		Moonlighting
74	5.8/11	F		21 Jump Street
75	5.6/11	A		Great Circuses of the World
76	5.1/8	F		Garry Shandling Show
77	4.8/8	F		Cops
78	4.2/8	A		Men
79	4.0/8	F		Reporters
80	4.0/6	F		Tracey Ullman Show
81	3.8/7	F		Beyond Tomorrow
82	3.3/5	F		Duet

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Cassandras *

(Week ending April 9)

	Rtg.	Show	Stns.	Covg.
1	13.9	Wheel of Fortune, syn.	227	99
2	12.4	Jeopardy	213	97
3	10.8	Cosby Show	197	97
4	10.6	Star Trek	231	97
5	9.3	Wheel of Fortune, wknd.	205	91
6	9.1	Oprah Winfrey Show	213	99
7	7.0	Entertainment Tonight	165	93
8	6.7	Current Affair	144	88
9	6.3	Donahue	222	98
10	6.1	Geraldo	194	99
11	6.1	Mama's Family, syn.	185	92
12	5.8	Superboy	176	92
13	5.6	People's Court	187	94
14	5.6	Star Search	145	95
15	5.4	Charles in Charge, syn.	129	91

The following programs are included, but not ranked:

	5.7	Wrestling Network	144	90
	10.3	World Wrestling Fed.	247	96

* Nielsen syndicated weekly pocketpiece

served as moderator, made a stab at philosophy. He quoted Walter Lippman's definition of journalism: "A picture of reality on which the citizen can act." Stanley S. Hubbard, president and chief executive officer of Hubbard Broadcasting, who stoutly defended the Downeys and Riveras and their right to be outrageous, abjured elegance. He declared: "That's what news is; it's what turns people on."

Throughout the seminar, defenders and practitioners of tabloid or trash journalism argued that the only judge of their work they would accept is the public. "If we go overboard," said Robert W. Pittman, president and chief executive officer of Quantum Media Inc., creator of MTV and the Downey show, "they'll reject us." Or, as Rivera and others said, it is simply a matter of democracy at work.

The panel was done as one of Columbia University's "The Other Side of the News" series, which Friendly describes as an effort "to demystify the media." And Friendly, as moderator, was on occasion a sly inquisitor, setting guests up with seemingly innocent questions. Geraldo Rivera, for instance, was asked who were his role models. Walter Winchell, Edward R. Murrow and Merv Griffin, said Rivera. With that, Friendly played a tape of a Geraldo show dealing with sex surrogates. The piece showed Rivera interviewing a young woman billed as a sex therapist, and urging her to focus in her answers to his questions on the 10% of her therapy she says is devoted to engaging in sex with patients. "Are you really a journalist in the Murrow tradition?" asked Friendly, who had been Murrow's producer.

Friendly played no favorites, suggesting that newspapers, like television, were not above such efforts at circulation-building. At one point, he raised the issue of the picture on the front page of the New York Daily News that illustrated the story of the destruction of the Pan American plane over Scotland before Christmas. It showed a woman at Kennedy Airport, who had been expecting the arrival of her son, on the floor in an agony of despair. The headline read, "Not my baby." Was that "riveting" journalism, as F. Gillman Spencer, the editor of the newspaper said, or an invasion of privacy, as several on the panel insisted?

If any one of the panelists was a magnet for attention, it was Phil Donahue. As presented by Friendly, he was a good man gone wrong, pressured by the competition of Rivera and others into doing on his show some wild things he would not have done earlier in his career. Friendly presented a segment of a tape of an interview a dark-haired Donahue had done 10 years ago with former White House Chief of Staff H. R. Haldeman, then a segment of a more recent broadcast, the one dealing with transvestites, in which he appeared in a skirt. "Why do you do it?" Friendly asked. "You're a role model, and here you've really made a fool of yourself."

Donahue did not deny the pressure of competition was a factor. "I do what I think draws a crowd," he said. "We can't survive the syndicated competition we face if all we put on is the front page of *The Wall Street Journal*." But he also put a gloss of idealism on the confession of commercialism. "We bring in the Persian Gulf [stories] between showings of the male strippers"—the subject of another *Donahue*. And while he acknowledged that he has been pushing the edge of the socially acceptable envelope for years, dating back at least 21 years to a show he did on homosexuals, Donahue suggested that was not nec-

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Easy listening, CHR do well in winter books

Simulcasting status accounted for some close calls in the top two markets, according to the just-released winter 1989 Arbitron ratings. In New York, easy listening WPAT-AM-FM took the number-one spot away from long-time champ WHTZ(FM). The rating period assessed the contemporary hit station's performance during the period marked by the departure of Scott Shannon, former vice president of programing and operations and air personality at the station.

It's still too early to tell what impact Shannon is having on the opposite coast since his new home, contemporary hit KQLZ(FM) Los Angeles, did not hit the airwaves in time for the entire ratings period. Even without KQLZ in the picture, the contemporary hit battle in Los Angeles was a heated one during the winter ratings period. Contemporary hit KPWR(FM) maintained the number-one spot that it held in the fall 1988 book, but KIIS-FM made a strong second-place showing.

All results are based on the Arbitron winter 1989 radio local market report for the period Jan. 5-March 29 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's radio ratings service.

Station	*Format*	*Winter 88*	*Winter 89*
New York			
WPAT-AM-FM	Easy listening	6.1	6.2
WHTZ(FM)	CHR	6.2	5.3
WCBS-FM	Oldies	4.3	4.7
WOR(AM)	Talk	3.9	4.5
WINS(AM)	News	4.9	4.3
WLTW(FM)	Soft contmp	4.6	4.3
WRKS(FM)	Urban contmp	4.0	4.2
WQHT(FM)	CHR	4.6	4.0
WBLS(FM)	Urban contmp	4.6	3.8
WNEW-FM	AOR	3.5	3.5
WPLJ(FM)*	CHR	4.1	3.5
WABC(AM)	Talk	2.6	3.3
*Formerly WWPR(FM)			
Los Angeles			
KPWR(FM)	CHR	7.1	6.4
KIIS-FM	CHR	6.6	6.2
KOST(FM)	Soft contmp	5.3	5.6
KABC(AM)	Talk	5.8	4.9
KLOS(FM)	AOR	3.6	4.6
KJOI(FM)	Easy listening	3.9	4.5
KBIG(FM)	Soft contmp	3.3	4.0
KNX(AM)	News	3.0	3.6
KTWV-FM	New AC	2.4	3.4
KRTH-FM	Adult contmp	3.3	3.3
Chicago			
WGN(AM)	MOR/talk	9.2	9.5
WGCI-FM	Urban contmp	9.2	7.4
WVAZ(FM)	Urban contmp	4.3	6.0
WXEZ-AM-FM	Easy listening	5.5	5.1
WBBM(AM)	News	6.3	4.8
WLUP-FM	Adult rock	4.1	4.8
WCKG(FM)	Classic rock	2.6	4.0
WBBM-FM	CHR	4.2	3.8
WLIT-FM*	Soft contmp	3.5	3.6

Continues on page 111.

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Continues from page 109.

WYTZ(FM)	CHR	3.8	3.6
WJMK(FM)	Oldies	3.4	3.4
WUSN(FM)	Country	2.6	3.4
WKQX(FM)	Adult contmp	2.0	3.1
WLUP(AM)	Talk	2.6	3.1

*Formerly WLAK(FM)

San Francisco

KGO(AM)	Newstalk	6.8	8.3
KABL-AM-FM	Easy listening	5.9	5.0
KMEL(FM)	CHR	6.1	5.0
KCBS(AM)	News/talk	4.7	4.6
KOIT-AM-FM	Soft contmp	3.2	3.8
KFRC(AM)	Classic MOR	4.3	3.7
KIOI(FM)	Adult contmp	3.5	3.6
KSAN-FM	Country	3.2	3.2
KKSF(FM)	New adult contmp	2.4	3.0
KRQR(FM)	AOR	2.5	2.8
KXXX-FM	Adult contmp	2.3	2.8
KSOL(FM)	Urban contmp	4.4	2.7

Philadelphia

WMMR(FM)	AOR	7.7	8.1
WEGX(FM)	CHR	6.5	7.9
KYW(AM)	News	7.3	7.2
WUSL(FM)	Urban contmp	7.1	7.1
WEAZ(FM)	Easy listening	7.6	5.9
WPEN(AM)	Nostalgia	5.9	5.3
WKSZ(FM)	Soft contmp	5.4	4.9
WYSP(FM)	Classic rock	4.7	4.5
WMGK(FM)	Adult contmp	4.5	4.3
WXTU(FM)	Country	4.6	4.0

Cable network moving into radio

Movietime, the basic cable television network that provides viewers with around-the-clock entertainment news, announced the formation of the Movietime Radio Network. The new radio service is scheduled to launch this June through agreements with Radio Today Entertainment, LBS Communications and Jon Sargent Productions.

"It's a natural evolution for the network," said Joe Shults, Movietime vice president of new business development, explaining the "synergies" between the new service and the company's existing operations. In addition to its TV network (launched in July 1987), the Hollywood-based company last February announced a cooperative agreement to produce *Movies USA*, a national in-theater magazine.

Shults would not reveal the cost of launching the radio network, but noted that costs would be limited due to Movietime's existing operations. Interviews from the TV service, for example, will be printed at greater length in the magazine and excerpted on the radio network. He said the radio service, which will be geared primarily toward contemporary hit radio audiences, is expected to cover at least 75% of the U.S. market by yearend.

New York-based Radio Today Entertainment will distribute Movietime Radio Network programing, which will be produced by Jon Sargent Productions. Advertising on the network's programs will be sold by New York-based LBS Communications.

Movietime has not yet named on-air talent for the new radio network, but Shults said the company would announce a "strong national name" as a featured host within the next few weeks. □

Katz signs exclusive Clear Channel representation agreement

Although deal follows other recent group consolidation agreements, industry players don't see it as trend

While industry players are reluctant to characterize it as part of a trend, another radio group has followed the recent footsteps of Emmis Broadcasting and Westwood One by signing all of its nationally represented stations to one rep firm. The winning company is Katz Radio Group, which last week took over all of the represented stations owned by Clear Channel Communications, a San Antonio, Tex.-based group that is expected to bill an estimated $8 million-$9 million at its properties this year.

"If you're more important to one firm, they may work a little bit better for you," said L. Lowry Mays, Clear Channel's president and chief executive officer, explaining the company's decision to sign exclusively with Katz. "It's better for communication," he said, giving as an example that "when you have manager meetings, it's easy to bring in the top persons from the rep firm to meet with all of the managers." Mays cautioned that although the change is expected to bode well for Clear Channel, many other groups are not likely to do the same because of properties that conflict with clients already represented by the major rep firms.

Katz Radio Group President Ken Swetz agreed with Mays that while this deal is a positive one for both companies, compatibility problems make group consolidation in general "very difficult" to accomplish. "Do I anticipate other clients doing it? No," said Swetz.

Nonetheless, marriages between group owners and exclusive rep firms have been consummated elsewhere in recent months. Interep's HNWH, which represented most of the Clear Channel properties that are now handled by Katz Radio Group, was on the receiving end of an exclusive group deal last March when it signed with Emmis Broadcasting. Eastman Radio, which lost some of the Emmis properties as a result of that transaction, just signed a deal to represent Westwood One's three major market stations.

Meanwhile, Eastman lost some of its stations in July 1988 when Phoenix-based group owner Edens Broadcasting signed an exclusive deal with Katz Radio Group's Christal Radio.

The activity has led some to speculate that a battle for exclusive group representation may be under way, a concept that is dismissed by the majority of the players involved.

Les Goldberg, president of Interep, said he would be "shocked" if there were sud-

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